

*Amendment of Claims and Remarks  
Patent Application 09/714,789  
Inventor: Gary Robinson*

### **Listing of Claims**

1-5. (canceled)

6. (new) A method upon a networked computer system including client and server computers for facilitating the creating and optimization of a database system for managing clusters representing a plurality of works, ordered so that the works represented in a given cluster are selected to be consistent with the tastes of a particular plurality of users having similar tastes to one another, said method comprising, not necessarily in the following sequence:

Displaying registration user interface elements for enabling individuals to register where, by becoming users, individuals have the ability to log on from remote client computers to a server computer;

Accepting input through said registration user interface elements whereby a database is updated with logon information for said users;

Displaying logon user interface elements for enabling said users to log on to said networked computer system;

Carrying out logon requests received through said logon user interface elements;

Creating new clusters in the database system, wherein said creating comprises specifying at least one work using at least one from the group consisting of automatically creating clusters in the database system by execution of a cluster creating software algorithm and creating clusters in the database system in accordance with input of logged on users obtained through cluster specification user interface elements;

Receiving suggestions for changing the composition of said clusters such that individual clusters each are intended to better match the tastes of a particular plurality of users;

Executing a software algorithm which determines whether a suggested possible change in the clustering would be likely to result in improving or harming said clusters' ability to match the tastes of a particular plurality of users who share similar tastes;

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Implementing at least one of said changes in at least one database of the database system; and

Displaying selected attributes of selected ones of a plurality of clusters such that said displaying is viewable by a plurality of said users.

7. (new) The method of Claim 6 wherein said suggestions are input by said users.
8. (new) The method of Claim 6 wherein said suggestions are at least in part a result of executing software embodying a clustering algorithm which determines potential changes and determines whether individual clusters are each likely to better match a particular plurality of users and which automatically creates clusters which tend to maximize those criteria.
9. (new) The method of Claim 8 wherein said software algorithm including a step for using mutual information as the measure of the degree to which said clusters are likely to improve or harm the ability of individual clusters to better match a particular plurality of users.
10. (new) The method according to Claim 7, wherein said suggestions are input by said users through an HTML interface.
11. (new) The method according to Claim 10, wherein said HTML interface is instantiated by remote machines connected via the Internet to a central server computer.
12. (new) The method of Claim 6, further comprising:  
Supplying by users of cluster descriptions, where said cluster descriptions are generated by a cluster administrator.
13. (new) The method of Claim 12, further comprising:  
Searching said cluster descriptions in order to cause said clusters which are of interest to be displayed to said users.
14. (new) The method of Claim 8, further comprising:  
Collecting submissions of cluster names for said clusters and votes on said cluster names, thereby choosing said cluster names;  
Displaying said cluster names for said users.
15. (new) The method of Claim 8, further comprising:  
Distributing processing for said clustering algorithm across multiple computers.

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16. (new) The method of Claim 6, further comprising:  
Calculating a goodness which reflects the degree to which users with affinity for a set of similar clusters comprising at least one cluster have particular affinity for particular works in said set of similar clusters, where goodness reflects said affinity.
17. (new) The method of Claim 16, further comprising:  
Displaying works of high values of said goodness as recommended works.
18. (new) The method of Claim 17, further comprising:  
Displaying names of said recommended works in the user interface of a physical device which has the ability to play said recommended works;  
Thereby enabling a user to choose and play at least one of said recommended works.
19. (new) The method of Claim 6, wherein said software algorithm is included in the source of said suggestions.
20. (new) The method of Claim 6, further comprising:  
Self-selected users interacting with user interface elements to register as members of said clusters.
21. (new) The method of Claim 20, further comprising:  
Internet chat communications between members of a particular cluster.
22. (new) The method of Claim 20, further comprising:  
Internet discussion group communications between members of a selected cluster.
23. (new) The method of Claim 20, further comprising:  
Displaying offers of reduced prices on selected works such that members of a selected cluster are informed that they may buy the works at said reduced prices;  
Inputting acceptance of said offers of reduced prices.
24. (new) The method of Claim 23, wherein said displaying occurs in the context of an email message.
25. (new) The method of Claim 20, wherein said user-interface elements comprise an HTML checkbox.

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26. (new) The method of Claim 20, wherein said suggestions relative to particular said clusters are restricted such that said suggestions are only received from said members of said clusters.
27. (new) The method of Claim 20, further comprising:  
Receiving text reviews of works associated with selected said clusters wherein said receiving is restricted such that said text reviews are only received from members of said selected said clusters.
28. (new) The method of Claim 20, further comprising:  
Selected members receiving administrator privileges;  
Receiving text reviews of works associated with selected said clusters wherein said receiving is restricted such that said text reviews are only received from at least one from the group consisting of members of said selected said clusters and administrators of said clusters.
29. (new) The method of Claim 6, wherein said cluster creating software algorithm executes in a distributed manner upon a set of computers comprising a plurality of said client computers.
30. (new) The method of Claim 6, wherein said cluster creating software algorithm executes on said server computers.